

Selected Experience in the Restaurant Industry

- Conducted a global menu change study in over 14 countries covering Western, Central and Eastern Europe, Asia and Latin America
- Conducted a mystery shopping study for Mexican restaurants in the US.
- Conducted a study of high net worth individuals spending patterns on restaurants in major cities in the US.
- Conducted a market assessment study for a chain of Koran restaurants in global markets.
- Conducted a feasibility study for a new chain of restaurants in Asia.
- Conducted a market feasibility study for site locations in select countries in Asia and in the Middle East
- Conducted a site location study in Greece, Jakarta, Indonesia and in Manila, Philippines for the potential for fast food outlets
- Conducted a competitive intelligence study for a fast food chain in Mexico
- Conducted several site selection studies for a fast food chain in Mexico
- Conducted intercepts of consumers at Burger King locations to determine their level of satisfaction with the service at specific locations in Indiana
- Conducted focus groups with children to determine promotional items for a fast food chain
- Conducted a study for spending on information technology in the food and fast food industry
- Conducted focus groups in the Middle East to determine menu change for a fast food firm
- Conducted focus groups in over 14 countries to determine a global advertising campaign